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We claim:

1	1.	A method	of presenting	digital	content	to a	user	on	а	computing	device,	the
2	method comprising the steps of:											

- providing a display on the computing device;
- displaying a continuous stream of digital content in a stream portion of the display;
 - obtaining a current context of the user and the computing device;
- 7 providing contextual sensitivities for the digital content items;
- 8 determining a value for the digital content item's relevance of being displayed;
 - calculating a probability of displaying the digital content item based upon the value of the digital content item's relevance of being displayed;
 - performing a random selection of the digital content item based upon the probability of displaying the digital content item; and
 - presenting the digital content item in the stream of digital content being displayed;
 - wherein the stream portion of the display area may be selectively turned on and off by the user.